

Sports, Media and Entertainment

World-class media and entertainment companies, major league sports teams, media streaming companies, media content developers, and investors trust us to partner with them to solve complex business challenges and help them innovate in this dynamic industry.

Entertainment takes many different forms, from sitting in an arena watching a sporting event to streaming content on your device or attending a live music festival. Our lawyers help clients execute the right game plan to drive their strategic business operations forward.

Whether you are licensing and protecting content for video and television broadcasting, music, or web-driven streaming; managing and defending intellectual property; handling commercial operations such as sponsorships, naming rights, and brand protection; tackling complex corporate transactions and management of stadium and arena projects around the world; or defending free speech activities our Sports, Media & Entertainment team offers a suite of focused industry experience and a geographic reach that few firms possess.

Our forward-thinking approach and comprehensive knowledge across all facets of the business provides clients with a 360 degree view of the playing field to

Key contacts

Craig A. Umbaugh,
Denver

Matthew E. Eisler,
Denver

Mark Kurtenbach,
Denver

Michael J. Kuh,
New York

Industry Focus

Esports and Gaming

Media and Entertainment

Sports

Related practices

Gaming Law

anticipate what's to come and provide solutions for today.

Representative experience

Advising Anschutz Entertainment Group, Inc. on creating ASM Global, a joint venture with Onex Partners to run the global venue management businesses of AEG Facilities and SMG.

Advising Major League Soccer franchise Seattle Sounders on a series of transactions resulting in a reorganization of its ownership structure.

Representing both buyers and sellers in the acquisition or disposition of franchises in the NBA, NHL, MLS, and other major professional sports leagues.

Advising Mikhail Prokhorov in agreements to sell his interest in the Brooklyn Nets and the Barclays Center to an entity controlled by Joe Tsai.

Representing one of the world's largest entertainment companies in various employment-related litigation matters, including defense of class actions and individual claims.

Drafted and negotiated licenses to make video content from NBCU, Fox, and ABC (Disney) available to Hulu.

Advising Oracle on its acquisition of the naming rights to the San Francisco Giants park, now known as Oracle Park.

Representing InterMiami and its investor group on a joint venture to create a Major League Soccer expansion franchise in Miami, Florida.

Advising Mikhail Prokhorov on Onexim Sports and Entertainment Holding's acquisition of the Brooklyn Nets and on the acquisition of the Barclays Center.

Advising AEG Presents on live music business acquisitions and joint ventures (The Bowery Presents, Promowest Productions, Webster Hall, FYF Fest, Firefly, and Zero Mile Presents).

Representing the Denver Metropolitan Major League Baseball Stadium District on the development and operation of Coors Field.

Handling numerous naming rights and sponsorship agreements, including Empower Field at Mile High.

Advising Major League Baseball on emerging issues related to Unmanned Aircraft Systems.

Advising leading drone racing organization on regulatory and policy issues to succeed in highly regulated, fast-changing UAS policy environment.

Awards and rankings

- Sports & Betting Group of the Year, *Law360*, 2021
- Power Players, *Sports Business Journal*, 2021
- Sports and Entertainment Practice Group of the Year, *Law360*, 2019
- Craig Umbaugh named as Lawyer of the Year, *Law Week Colorado*, 2019
- Lisa Ellman named as Transportation MVP, *Law360*, 2019
- Mark Kurtenbach named as Barristers Best Entertainment Lawyer (People's Choice), *Law Week Colorado*, 2018
- Craig Umbaugh named as Power Players of Outside Counsel, *Street & Smith's Sports Business Journal*

Latest thinking and events

News

HL Tech and Tel: China's regulation of international data transfers

Insights

It's complicated! – Fortnite dances (again!) and copyright protection for choreography around the globe

Press Releases

Hogan Lovells advises Banijay Germany on the acquisition of Sony Pictures

Insights

It's here now: European Parliament adopts Digital Services Act

News

Influencer marketing, Germany: labelling as advertising in social media posts

News

Ofcom issues call for evidence on loosening UK TV advertising rules for public service broadcasters